

**THE INFLUENCE OF PRICE PERCEPTION AND BRAND IMAGE
TOWARDS THE LOYALTY USERS MOBILE TELKOMSEL CARD
PREPAID IN JABODETABEK**

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ABSTRACT

There are several important factors in the research of customer loyalty. One of the factors is associated of price perception and brand image. This research aims to know the influence of price perception and brand image towards the loyalty users mobile telkomsel card prepaid in Jabodetabek. The population in this study is people who are at least 17 years for reasons already able to take decisions on its own, a company based in the area of Jabodetabek. The number of respondents in this study is as much as 384 people. With simple random sampling techniques based on Lemeshow's formula. As for the dissemination of research data, through hard copy as many as 189 double while the questionnaire online as much as 195 double. Questionnaires in research is based on the likert scale with five levels, namely: it is not appropriate, is not appropriate, it is quite suitable, appropriate, and not very appropriate. The data were analyzed using LISREL 8.70. The results showed that the price perception of significant positive effect toward of customer loyalty, brand image effect significantly positive toward of customer loyalty, and price perception and brand image of significant positive effect toward of customer loyalty.

Key words: Price Perception, Brand Image and Customer Loyalty.

ABSTRAK

Terdapat beberapa faktor penting dalam penelitian loyalitas pelanggan. Salah satu faktornya yaitu terkait persepsi harga dan citra merek. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi harga dan citra merek terhadap loyalitas pengguna kartu seluler telkomsel prabayar di daerah Jabodetabek. Populasi dalam penelitian ini yaitu masyarakat yang berusia minimal 17 tahun dengan alasan sudah mampu mengambil keputusan sendiri, yang berdomisili di daerah Jabodetabek. Jumlah responden pada penelitian ini yaitu sebanyak 384 orang. Dengan teknik *simple random sampling* dan berdasarkan formula Lemeshow. Adapun penyebaran data penelitian, melalui *hard copy* sebanyak 189 rangkap sedangkan kuesioner *online* sebanyak 195 rangkap. Kuesioner dalam penelitian ini berbasis skala *likert* dengan 5 tingkatan, yakni: Sangat Tidak Sesuai, Tidak Sesuai, Cukup Sesuai, Sesuai, dan Sangat Tidak Sesuai. Data dianalisis menggunakan LISREL 8.70. Hasil penelitian menunjukkan bahwa persepsi harga berpengaruh signifikan positif terhadap loyalitas pelanggan, citra merek berpengaruh signifikan positif terhadap loyalitas pelanggan, dan persepsi harga dan citra merek berpengaruh signifikan positif terhadap loyalitas pelanggan.

MERCU BUANA
Kata Kunci : Persepsi Harga, Citra Merek, Loyalitas Pelanggan.